



Gleanings

NEW JERSEY AGRICULTURAL SOCIETY

Educating New Jersey About Agriculture



Contests



Tours

2000 Annual Report

EXAMPLES OF OUR EDUCATIONAL EVENTS . . .

Gleanings - Students from Notre Dame High School in Lawrenceville, Mercer County glean strawberries at Specca's Garden State Greenhouse. Farmers Against Hunger delivered the berries to local churches in Mount Holly for distribution to families in need of emergency food assistance.

Contests - The winners of the 2000 Farm-City Week Poster Contest.

Tours - Teachers taking part in a soil science activity while on one of two tours held annually for them.

The following supporters have made major contributions to the New Jersey Agricultural Society in the past year. We thank them for their continued generosity.

Government Agencies

New Jersey Department of Agriculture New Jersey Department of Community Affairs
United States Department of Agriculture

Corporations

BASF American Farm Publications Land O'Lakes Wakefern
Seabrook Brothers & Sons First Pioneer Farm Credit Kings Supermarkets

Foundations

Agway Foundation Corella & Bertram F. Bonner Foundation
FMC Foundation AgEnhancement Foundation Quigley Foundation

Organizations

Atlantic County Board of Agriculture Bergen County Board of Agriculture
Burlington County Board of Agriculture Camden County Board of Agriculture
Cape May County Board of Agriculture Cumberland County Board of Agriculture
Gloucester County Board of Agriculture Hunterdon County Board of Agriculture
Mercer County Board of Agriculture Middlesex County Board of Agriculture
Monmouth County Board of Agriculture Morris County Board of Agriculture
Passaic County Board of Agriculture Salem County Board of Agriculture
Somerset County Board of Agriculture Sussex County Board of Agriculture
Union County Board of Agriculture New Jersey Peach Promotion Council
New Jersey Equine Advisory Board New Jersey Farm Bureau
Jersey Fruit Co-operative Association New Jersey Apple Industry Council
Vineland Produce Cooperative Pennington United Methodist Church
Standardbred Breeders/Owners Association of New Jersey

Friends — \$250 and more

Lewis Arno Waldac Farm Irene Habernickel Donio Farms Home Town Dairy
Dearborn Farm Frank Donio, Inc. Delicious Orchards Terhune Orchards
Helis Enterprises Plant Food Company Medford Nursery Clifford Michel
Centerton Nursery Scott Farm Nursery Wightman Farm Zee Orchards
Family of Dr. John Flemer Millstone Valley Nursery Atlantic Blueberry Company
Scott & Lisa Pirozzi

NEW JERSEY AGRICULTURAL SOCIETY

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[www:state.nj.us/agriculture/agsociety](http://www.state.nj.us/agriculture/agsociety)



New Jersey Agricultural Society
P.O. Box 331
Trenton, NJ 08625-0331

March 30, 2001

Dear Members & Friends:

The turn of the century and a new millennium - the year 2000. And what a year it's been. As I take over the Presidency of the Board of Trustees, I see a dynamic organization, which remains unwavering in its mission "to educate the non-farm public about the importance of agriculture to New Jersey." Our core programs remain true to our goals of education and promotion of the agricultural industry.

With the end of our fiscal year, the Board said good-bye to three Board members. Jim Giamarese, Al Ferri and Nancy Hutcheson have been real leaders on the Board during their tenures. It was Nancy who first proposed term limits as a way to keep our Board brimming with enthusiasm and new ideas. Nancy was active on the education committee, reviewing grant applications from teachers and participating in our legislator tours.



Jim Giamarese was, and continues to be, active in a number of programs, but most forcefully in the Farmers Against Hunger program as a donator of produce, a host for gleanings and a member of the advisory group which leads the program. In addition, Jim has been a tireless promoter of the Society, participating in our poster contest presentations, and annual dinner meetings, and promoting membership to the county board. In addition, Al Ferri, Vice President of Produce, Seafood and Floral at Wakefern was forced to resign due to an ever-increasing workload. Al was instrumental in developing and executing our successful *Jersey Fresh* Sampling program. His enthusiasm for marketing New Jersey produce will be missed on the Board. We will miss Jim, Nancy and Al and hope they enjoy a *brief* vacation from Society events.

I am pleased to welcome two new trustees: Bix DiMeo and Ann Dorsett. Bix hails from Monmouth County and brings a wealth of experience from his four years on the State Board of Agriculture. Ann is from Gloucester County where she has been active on the County Board. During the past several years, she has participated in a number of Society activities, including the Legislators Tour.

As the Board evolves, we continue to evaluate and grow our programs. A renewed partnership with Farm Bureau Women will bring new enthusiasm and strength to Ag in the Classroom. Farmers Against Hunger is now in its third year of distributing more than 1 million pounds of produce to our clients. And the Ag Leadership program continues to bring together all parts of the industry.

As I take over the reins of this dynamic organization I take great pride in what we accomplish. I hope you do too.

Pamela Mount
President





New Jersey Agricultural Society
P.O. Box 331
Trenton, NJ 08625-0331

March 30, 2001

2000 was another year of solid accomplishments for each of the Society's many programs. Agriculture in the Classroom, Farmers Against Hunger, our annual Farm Tour for Legislators, and Agricultural Leadership Development are each important to the totality of what we do. Each is important in different ways, and each as a different audience. But as we work to educate New Jersey's citizens about the importance of agriculture to the state — to our economy and our quality of life, each makes a major contribution and defines the Society as we enter the 21st century.

In all of our programs and activities we offer knowledge about agriculture, what a farmer does every day, how he or she is a good steward of the land, what we produce here in New Jersey and what it takes to produce it. We talk about how our farmers contribute to the world's largest and safest food supply. As we work with teachers, legislators, parents and students, we focus on the many benefits that having a strong agriculture means for New Jersey. Open space, water recharge areas, fresh fruits and vegetables are but a few. As New Jersey agriculture evolves to meet new public demand, nurseries and greenhouses mean flowers and trees, producing color and oxygen for all of us to enjoy.

While many annual reports are boring and mundane, I hope you will read through this one. As you read about our programs, the people we work with and what we do, I hope you will be proud of being a member of the Ag Society.

I would also like to introduce two new members of our staff. John Maccarone, a vegetable farmer from Gloucester County, has taken the helm of the Farmers Against Hunger program. He replaces Robin McGovern who, after 3 ½ years, has moved on to a large social service agency here in Trenton. Suzanne Macauley, a former teacher, joins our Ag in the Classroom staff to work directly with teachers in our schools, doing in-service training and showing teachers how to incorporate agriculture into their regularly taught curriculum. Please join me in welcoming both John and Suzanne.

And finally, we have a committed Board of Trustees, whose members support and improve every aspect of our work. Please join me in thanking them for the time and talent they so willingly share with us.

Joan M. Elliott
Coordinator, Agricultural Development



MISSION STATEMENT

The mission of the New Jersey Agricultural Society is to preserve and enhance agriculture, farming and related activities and businesses in New Jersey through educational, informational and promotional programs.

In order to carry out the mission of the New Jersey Agricultural Society, it is essential that the Society meet the following critical objectives by implementing specific programs directed to various audiences including the business community, consumers, environmentalists, farmers, farm support groups, the general public, members of the New Jersey Agricultural Society, policy makers, public officials/regulators, and students/educators:

1. Create an understanding of the contributions of agriculture, farming and related activities and businesses to the quality of life and economic vitality of New Jersey;
2. Educate and inform various audiences about the role and contributions of agriculture, farming and related activities and businesses;
3. Identify issues impacting agriculture, farming and related activities and businesses and articulate those issues to various audiences;
4. Build coalitions to preserve, enhance, and promote an economically viable agriculture;
5. Work cooperatively with other individuals, agriculture organizations and institutions to address issues and implement appropriate actions which benefit the total agricultural community; and
6. Recognize individuals or organizations who contribute to the mission of this Society.

OFFICERS

President
Vice President
Secretary/Treasurer
Assistant Treasurer

Pamela Mount
Richard E. Nieuwenhuis
Arthur R. Brown, Jr.
Therese Haaf

BOARD OF TRUSTEES

Raymond L. Blew, Jr.
Honorable Arthur R. Brown, Jr.
Fred Clucas
Ann Dorsett
Therese Haaf
David J. Kanach
Richard E. Nieuwenhuis
William H. Pettit, Sr.
John I. Rigolizzo, Jr.
Arlene Sarappo
Jeffrey Shilling

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Dr. Bruce Carlton
Bix DiMeo
Earl F. Ervey
Stephen R. Jany
Pamela Mount
Taylor Palmer, Jr.
William Randolph
Roger J. Ruske
Honorable William E. Schluter
Alex Trent

COMMITTEES

Ag in the Classroom
Executive Committee
Farmers Against Hunger
Finance
Leadership Development
Legislators Tour
Membership
Nominating

Arlene Sarappo
Pamela Mount

Therese Half
David J. Kanach
Taylor Palmer
Richard E. Nieuwenhuis
Earl F. Ervey

STAFF

Coordinator
Ag in the Classroom
Farmers Against Hunger
Leadership Development
Secretary
Driver/Coordinator
Assistant

Joni Elliott
Maryann Hutson
Robin McGovern
Mary Nikola
Alyson Smith
David Jenkins
Darryl Jenkins

A WARM WELCOME . . .

The New Jersey Agricultural Society welcomes the following new members to the Board of Trustees.



Ann Dorsett and her family operate Dorsett Arabian Farm in Gloucester County. Ann is a member of the Gloucester County Board of Agriculture and the New Jersey Equine Advisory Board.

Bix DiMeo is the owner of Eagles Nest Farm in Colts Neck, Monmouth County and manages Showplace Farm in Englishtown. Bix is a former vice president of the State Board of Agriculture and an active member of many agricultural organizations both at the county and state level.



THANKS FOR THE MEMORIES . . .

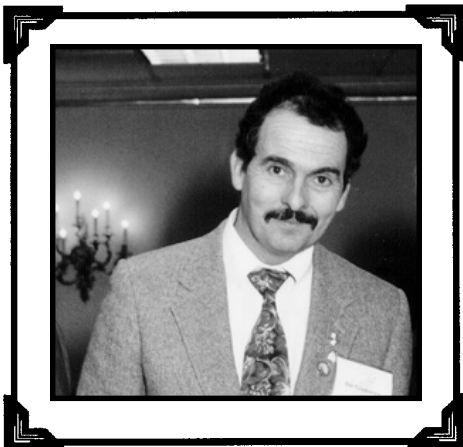
In 2000 Nancy Hutcheson and Jim Giamarese completed two terms of service as trustees of the New Jersey Agricultural Society. Al Ferri, Vice President of Produce, Floral and Seafood at Wakefern, resigned after four years of service due to increasing pressures in the retail business. Their commitment and dedication to helping the Society conduct programs and educate New Jersey citizens about our agricultural industry is greatly appreciated.



Nancy Hutcheson



Al Ferri



Jim Giamarese

AGRICULTURE IN THE CLASSROOM



Eileen Sudock was named **Teacher of the Year** for including agriculture as an integral part of her day to day teaching. Pictured are Earl Ervey (l) and Art Brown.

COMPONENTS OF AG IN THE CLASSROOM

- ⇒ Teacher of the Year
- ⇒ *Food Doesn't Grow in the Supermarket* video
- ⇒ Farm Tours & Workshops
- ⇒ Farm-City Week Poster Contest
- ⇒ National Agriculture Week Essay Contest
- ⇒ Educational Grant Program
- ⇒ *The Garden View*



At the NJ Science Convention Maryann Hutson presented a 90-minute **Workshop** to a standing room only audience. Based on the *Food Doesn't Grow in the Supermarket* video, the workshop provided hands-on activities and discussed the importance of agriculture to the everyday lives of all New Jerseyans.

AGRICULTURE IN THE CLASSROOM

The Farm Tour and Workshop for Teachers program offers educators an opportunity to get first-hand farm experiences by visiting farms and agribusinesses. This year's tours were held in Atlantic in June and Morris in October. Tours had a specific theme and topic addressed at the individual stops.



Somerset teacher Wendy Mulligan (l) and Dr. Mary Nikola inspect a piece of irrigation tubing.

ATLANTIC COUNTY AGRICULTURAL TECHNOLOGY

Atlantic Blueberry Company, Hammonton - the world's largest family owned blueberry farm. The farm has implemented an individual quick freeze operation to provide additional marketing opportunities. Issues addressed at this stop centered on marketing and computer technology.

Ed Wuillermin & Sons, Hammonton - this diversified vegetable farm is one of the leading staked tomato growers in the area. Intensive production practices and labor issues were discussed at length during the visit.

Tomasello Winery, Hammonton - this grape and wine producing operation boasts one of the most successful marketing plans in the industry. During the tour, teachers observed the highly technical bottling process.

Tuckahoe Turf, Hammonton - this sod grower described how improved grass varieties and automated sod harvesters have made production easier.

Workshop - During the workshop, teachers discussed new product ideas for blueberries, tracked their lunch from the farm to the table, and found agricultural products at a baseball game.

AGRICULTURE IN THE CLASSROOM

MORRIS COUNTY FARMING IN AN URBAN AREA

Stony Hill Gardens, Chester — this greenhouse operation specializes in orchids and seasonal plants. During their visit, teachers focused on the impact of a wet summer and the current expansion of the operation.

Desiderio, Ltd., Chester — this family operation is a full service equine facility, where clients can board their horses, receive lessons and acquire training and care skills. In addition to learning about the pleasure horse industry, teachers learned about agriculture as a family business.

Alstede Farms, Chester — this first generation farm stays profitable through extensive diversification in fruit and vegetable production. The impact of government policy, biotechnology and marketing were major points of discussion.

Ashley Farms, Chester — one of the few turkey growers and processors in NJ, this family operation also grows vegetables and grains. Topics addressed during the tour included marketing, rotation of animals and feeding for weight gain.

Workshop — During the workshop, teachers learned about farmland preservation and the right to farm and how those issues are effecting farmers in the increasingly urban county of Morris.



Kurt Alstede discusses the trials and tribulations of farming in an urban area.

AGRICULTURE IN THE CLASSROOM



Winners of the 2000 Farm-City Week poster contest. Also pictured is Joni Elliot from the NJ Department of Agriculture. The poster contest helps students in grades 3-5 learn about NJ agriculture.



Winners of the 2000 National Agriculture Week essay contest with President Earl Ervey (cb) and Secretary Art Brown. Each year the Society sponsors the contest as a way to educate students in grades 6-11 about the importance of agriculture in New Jersey. This year's essays addressed the topic biotechnology.

EDUCATIONAL GRANT PROGRAM

2000 - 2001 RECIPIENTS

⇒ **Jane Herman**, *Nutrition Education Project for the New Brunswick School District* — promotion of healthy eating and local farm markets, RCE of Middlesex Co., **Pre-K and Kindergarten**

⇒ **Nick Semeniuk**, *Global Positioning System Applications in Agriculture*, Buena Regional High School, **9th - 12th grade**

⇒ **Eric Clark**, *Aquaculture* — hands on study of species and environment, Middle Township Middle School, **7th - 8th grade**

⇒ **Scott Ward**, *Experimentation in Hydroponics* — design, development and implementation of a system, South Hunterdon High School, **11th - 12th grade**

⇒ **Jeanette Lloyd & Cathy O'Leary**, *The Cranberry & Blueberry Project*, Strafford Intermediate School, **10, 11 & 12 year olds**

⇒ **Kristine Porzio**, *Enriching Minds & Soil* — composting project, Hughes Elementary School, **2nd - 5th grade**

⇒ **Jeanine Burd & Mike Grossman**, *Garden State Project* — researches agriculture from production and marketing to nutrition and hydroponics, Hampton School, **4th grade**

⇒ **Luanne Hughes**, *From Our Farms Learning Boxes* — Agricultural Education for the Suburban Landscape, RCE of Gloucester County, **3-6 year olds**

NEW JERSEY AGRICULTURAL LEADERSHIP DEVELOPMENT PROGRAM

For most of us life in the 21st century is moving pretty fast. And, we struggle to keep up with changes in technology. Fax machines, computers, cell phones, the internet and e-mail are all tools that can help make our operations more successful and more profitable.

Corporations and small businesses have a whole array of on-going training and development opportunities available for their employees from the most senior executive to the most junior. But for those of us in farming, the opportunities are few and far between. In an effort to provide these opportunities, five years ago the Ag Society joined with the New Jersey Department of Agriculture, New Jersey Farm Bureau and Rutgers Cooperative Extension, to offer on-going leadership training and development to members of the agricultural community.

Under the leadership of Dr. Mary Nikola, Director of Leadership and Organization Development at Rutgers Cooperative Extension, the New Jersey Agricultural Leadership Development Program has evolved into a comprehensive program geared to the adult learner who is interested in personal growth and development for him or herself, their industry and their communities. As we move to a more adult oriented learning style, participants also received both group and individual coaching from Denny Blew from Centerton Nursery.

In real life, decision-making and community dialog around important issues tend to move slowly. Important civic and government groups often meet infrequently; taking months or years to resolve issues. Given the slow pace that results, it is often difficult to fully appreciate all the action that is required for progress to occur. In January, participants and alumni participated in a town simulation in which they became active members of a town, and experienced how power and influence impact community issues and the decision-making process.

In February the group participated in the annual state agricultural convention and learned how agricultural policy in the Garden State is determined and implemented. At the end of the month, the group traveled to Washington, DC where they learned about how New Jersey lobbies for farm issues such as pesticides for minor crops, water quality and quantity, commodity and trade issues and taxes. They then moved on to Capitol Hill where they met with several members of the New Jersey congressional delegation. Ralph Hostetter, publisher of the *New Jersey Farmer* and a member of the NJALDP advisory committee, then hosted the class at a dinner with members of the Washington press corps.



"NJALDP has given me the opportunity to envision goals and the courage to achieve them." Jay Perry, Perry Farms, Salem County

NEW JERSEY AGRICULTURAL LEADERSHIP DEVELOPMENT PROGRAM

The Washington trip concluded with several meetings at the US Department of Agriculture and discussion regarding food safety, international trade, natural resources and environment, meetings with the Peace Corps, the Secret Service and dinner with the agricultural leadership group from Arkansas.



*"NJALDP has provided valuable training in public relations and public speaking, which has proven to be a tremendous help in my personal business." **Jim Abma, Abma's Farm, Bergen***

After a spring break for planting and individual business concerns, the class met again in June to address issues related to land use and preservation. The state plan, farm viability, property rights and county land use initiatives were all discussed with subject matter experts in each of the areas.

The September meeting focused on marketing and in November the class traveled to Passaic County to observe first hand the social challenges facing the state in urban areas. As with previous classes, this session made a tremendous impact on the entire class as they learned why economic development, transportation, nutrition, health care, housing,

education and crime all compete with agriculture on the public policy agenda for time, attention and funding.

It was an action-packed year for NJALDP, but a year which saw the program mature and develop to more adequately meet the needs of busy adults with families and businesses to manage.

NEW JERSEY FARMERS AGAINST HUNGER

Farmers Against Hunger successfully completed the 2000 season by rescuing almost 1.5 million pounds of produce. The fresh fruits and vegetables were donated directly by farmers and food distributors across South Jersey and distributed to local hunger relief organizations for use in their pantry and meals programs. Other farms throughout the state donated their produce to members of the Cooperative Gleaning Network, a group of organizations that Farmers Against Hunger works with to provide nutritious food throughout the state. Most produce donated is edible, but not sellable due to strict market cosmetics, size or low prices. Produce is collected in bins or boxes directly from the packing houses on the farms, or farm markets, with additional fruits and vegetables actually gleaned from the fields by volunteers from recipient agencies or community service, school or youth organizations.

The success of the Farmers Against Hunger program lies in the generous nature of the farm community, which donated over 300,000 pounds of produce. More than 25 farms from Atlantic, Burlington, Camden, Gloucester and Mercer counties participated in the program. The donated produce was distributed to recipient agencies and at five local distribution sites in Trenton, Mt. Holly, Hammonton and Camden. Additional food was given to the state five food banks.

Volunteers from the recipient agencies work together to unload the truck, repackage food if necessary, and distribute the produce equally to each group.

PRODUCE DISTRIBUTORS and WHOLESALERS

Frank Donio, Inc.
Ocean Spray
Raio Produce
Wakefern Food Corporation
Wegmans Food Markets



UPI client preparing dough for chicken pot pie during one of the nutrition education classes.

Farmers Against Hunger is a year-round program due to donations by Wakefern Corporation, Frank Donio, Inc., Raio Produce and Wegmans Food Market. In 2000, 583,973 pounds of produce was donated by these organizations.

Farmers Against Hunger has generated substantial positive publicity for the agriculture industry in New Jersey, including newspaper articles, photos, and articles with the Associated Press. Gleanings, where volunteers and recipients go to the farm and harvest produce, provide an excellent opportunity for community organizations, particularly youth groups, to learn

NEW JERSEY FARMERS AGAINST HUNGER

more about agriculture and have the added advantage of extensive press interest. These hands-on activities at the farm, where the farmer actually talks with the volunteer gleaners about what he does, help educate members of the non-farm public about agriculture, the job of the farmer, the benefit to the state, and the challenges involved. The extensive press coverage provides additional awareness of the industry to the non-farm public.

Farmers Against Hunger also tries to provide nutrition information to our recipients. In addition to supplying them with written information and recipes, Farmers Against Hunger joined with United Progress to help clients learn to cook nutritional foods including fruits and vegetables. Leading the classes were a nutritionist and a chef. Students enjoyed making a fresh garden salad, soup, greens, chicken pot pie and fruit salad. Additional recipes were shared to provide delicious and excellent examples of ways to add nutritious produce to your diet.



Students participating in the Apple Day gleaning at Terhune Orchards in Princeton.

FARMS DONATING to FARMERS AGAINST HUNGER

Abrams Farm
Angelo Grasso Farms
Badaracco Farm
Casella Farms
Cedarvale Farms
Cornercopia Farm Market
Dumia Blueberries
Ed Wuillerman & Sons
Giamarese Farms
Glossy Fruit Farms
Hallock's U-Pick
Hlubik Farm
Homestead Farms
Johnson's Corner Farm

Lamonaca Farms
Lucy Grasso Farms
Orchard Lane Farms
P.D. Prickett
Pineland Farm
Richards Farm Market
Robson Farm & Greenhouse
Snipes Orchards
Strawberry Hill
Terhune Orchards
Wuillerman Farms
W.W. Heritage
Vineland Produce Auction
Zee Orchards

LEGISLATORS TOUR

The Annual Farm Tour for Legislators was held in **Sussex County** on July 25 & 26. More than 20 senators and assembly persons, the staff representatives of 35 legislators as well as policy makers from the Governor's Office and Legislative staff were given a chance to talk with farmers who raise nursery stock, livestock, grain, and vegetables grown both organically and traditionally. The tour stops clearly demonstrated the diversity of New Jersey agriculture and highlighted the effects of a wet summer on many farms.



Legislators pose with Secretary Brown during the annual legislators tour at the Sussex County Fair.

JULY 25

Tranquility Farm, Allamuchy — the home of New Jersey's most productive dairy herd and where product diversification is changing the landscape.

Cerbo's Hampton Nursery, Newton — this wholesale nursery supplies it's own retail operation in Parsippany and grows trees in a "pot-in-pot" system.

Maple Farm, Wantage — this organic vegetable operation raises more than 50 varieties of vegetables as part of a community supported agriculture. Farm certification and new federal regulations were points for discussion.

JULY 26

Brodhecker Farm, Newton — this diversified farm grows grain and hay and raises sheep and beef cattle.

Lentini's Produce, Newton — a large retail vegetable operation, this family owns and operates five farm stands throughout Sussex County.

Spring Valley Equestrian Center, Fredon — this equine facility breeds, trains and sells horses as well as offers horseback riding to the public. Participants were given the opportunity to ride with or without experience.

AWARDS



*An active and longtime advocate for agriculture, New Jersey Agriculture Secretary Art Brown receives the 2000 **Gold Medallion** from President Earl Ervey (l) for his many contributions to the industry.*



*The Bitters Brothers received the **Century Farm Award** from Society President Earl Ervey (l) and the Secretary Art Brown. Their farm in Cumberland County is a large grain operation.*

FINANCIAL STANDING

2000

INCOME	2000 Budget	2000 Actual
Opening Balance	\$54,056.00	\$96,901.00
Accounts Receivable	0.00	108,800.00
Ag in the Classroom	10,000.00	8,277.00
Ag Leadership Development	51,000.00	44,289.00
Annual Dinner	5,000.00	9,400.00
Farmers Against Hunger	120,000.00	100,470.00
Interest Earned	500.00	363.00
Legislators' Tour	5,000.00	18,835.00
Membership Dues	60,000.00	51,900.00
Other Fundraising	750.00	1,178.00
Total Income	\$306,306.00	\$440,413.00

ASSETS

Ginny Mae	\$60,000.00	\$61,757.27
Total Assets	\$60,000.00	\$61,757.27

EXPENDITURES

Ag in the Classroom	\$24,000.00	\$16,380.91
Ag Leadership	52,500.00	29,111.00
Contests and Awards	2,750.00	1,574.50
Farmers Against Hunger	120,000.00	91,870.80
Legislators' Tour	20,000.00	11,349.00
Membership Drive & Services	31,000.00	30,047.00
Operations	49,400.00	31,511.00
Total Expenditures	\$299,650.00	\$211,844.21

